

Message Text

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PAGE 01 NEW DE 09970 141218Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----050519 141303Z /43

R 141050Z JUL 77
FM AMEMBASSY NEW DELHI
TO SECSTATE WASHDC 4700
USDOC WASHDC
INFO AMCONSUL BOMBAY
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS NEW DELHI 9970

E.O. 11652: N/A
TAGS: BEXP, IN
SUBJECT: THIRD QUARTER PROGRESS REPORT ON FY 77 COUNTRY
COMMERCIAL PROGRAM-INDIA

1) PROGRESS REPORT ON MANAGEMENT-BY-EXCEPTION BAIS
FOR THIRD QUARTER (APRIL-JUNE 1977) FOR FY77 CCP-INDIA
IS AS FOLLOWS:

2. CAMPAIGNS:

NO. 1 -- MINING MACHINERY, AND EQUIPMENT: ON SCHEDULE.

NO. 2 -- PUMPS, VALVES, AND COMPRESSORS: CATALOG SHOWS
HELD IN NEW DELHI, CALCUTTA, COIMBATORE, AND BOMBAY
PRODUCED EXCELLENT RESULTS. ATTENDANCE OF SELECTED
INVITEES TOTALLED 1800 AND TRADE INQUIRIES NUMBERED
2200. CONGEN BOMBAY PRESENTED SEMINAR ON TOPIC OF
"PUMPS INDUSTRY DEVELOPMENTS IN US AND INDIA" IN CON-
JUNCTION WITH EXHIBIT. A COMPLETE SET OF CATALOGS
WAS PRESENTED TO INDIAN PUMP MANUFACTURERS ASSOCIATION.

NO. 3 -- ELECTRONICS AND COMMUNICATIONS:

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A. BY POPULAR DEMAND THE CATALOG EXHIBIT ON ELECTRONIC
PRODUCTION AND TEST EQUIPMENT AND ELECTRONIC COMPONENTS
WENT ON THE ROAD TO JAMSHEDPUR IN BIHAR, APRIL 20-21;
POONA IN MAHARASHTRA, MAY 3-4; AND AHMEDABAD IN GUJARAT,
JUNE 16-17. THESE SUPPLEMENTARY SHOWS GENERATED ABOUT
375 COMMERCIAL INQUIRIES.

B. A FINAL REPORT ON THE ELECTRONICS CATALOG SHOWS FOR ALL OF INDIA WAS SUBMITTED TO WASHINGTON ON JUNE 27 (A-124).

C. A TRADE MISSION ON ELECTRONICS IS SCHEDULED FOR JANUARY 1978. EMBASSY SUBMITTED SUGGESTIONS TO USDOC ON COMPOSITION OF TRADE MISSION, POSSIBLE TECHNICAL SEMINAR, AND PRODUCTS HAVING BEST POTENTIAL IN INDIAN MARKET.

NO. 4 -- PROCESS CONTROL INSTRUMENTATION: ON SCHEDULE.

NO. 5 -- SCIENTIFIC, INDUSTRIAL, AND MEDICAL INSTRUMENTS: CONGEN BOMBAY COLLABORATED WITH INDIA CHAPTER OF THE INSTRUMENT SOCIETY OF AMERICA (ISA) IN HOLDING A TRAINING PROGRAM FOR INSTRUMENT ENGINEERS. CONGEN OBTAINED TRAINING AIDS (FILMS, CASSETTES, SLIDES, AND TRAINING MANUALS) FROM ISA, US THROUGH USDOC AND HELPED IN ORGANIZING PROGRAM WITH ASSISTANCE FROM USIS. OVER 70 INSTRUMENT ENGINEERS FROM LEADING FIRMS ATTENDED TRAINING SESSION.

NO. 6 -- MACHINERY AND EQUIPMENT FOR CHEMICAL AND FERTILIZER PLANTS: ON SCHEDULE.

3. NON-CAMPAIGN ACTIVITIES:

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NO. 2 -- OILFIELD MACHINERY AND EQUIPMENT: TWO REPORTS WERE SUBMITTED (CALCUTTA 0930 AND 1079) ON PROSPECTS OF ADDITIONAL IMPORTS OF U.S. RIGS AND OTHER OILFIELD EQUIPMENT FOR ONSHORE EXPLORATION IN EASTERN INDIA. A TENDER NOTIFICATION (NEW DELHI 8415-6/13/77) FOR THE FABRICATION, TOWING, AND ERECTION OF THREE PLATFORMS FOR BOMBAY OFFSHORE PROJECT WAS SUBMITTED FOR SPECIAL HANDLING.

NO. 6 -- MARKET RESEARCH ON "HOSPITAL, HEALTH CARE, AND BIO-MEDICAL EQUIPMENT" WAS SUBMITTED TO USDOC. REPORT RECOMMENDS A CATALOG EXHIBIT AS A LOW-COST MEDIUM FOR US FIRMS TO EXPLORE FURTHER SALES POTENTIAL OF INDIAN MARKET.

OTHER NON-CAMPAIGN ACTIVITIES: ON SCHEDULE.

4. FILM SHOWS ON LATEST INNOVATIONS IN MACHINE TOOLS WERE HELD IN BOMBAY AND NEW DELHI IN COOPERATION WITH USIS. OVER 150 PERSONS ATTENDED THE SHOW IN BOMBAY, AND ABOUT 60 PERSONS ATTENDED IN NEW DELHI.

5. SEMINAR ON AIR POLLUTION: CONGEN, BOMBAY PROVIDED

ACTIVE SUPPORT TO USIS SEMINR ON AIR POLLUTION HELD ON
JUNE 10. ABOUT 100 PERSONS PARTICIPATED IN SEMINAR.
PRODUCT LITERATURE ON US AIR POLLUTION CONTROL EQUIPMENT
OBTAINED THROUGH USDOC WAS DISTRIBUTED AMONG PARTICIPANTS,
SEVERAL OF THEM KEY DECISION MAKERS.

6. FY78 COUNTRY COMMERCIAL PROGRAM: MR. WILLIAM E.
RAU, DEPARTMENT OF STATE, AND MR. DAVID EARLE,
USDOC/BIC/OIM, SEPARATELY VISITED NEW DELHI TO DISCUSS
AND FINALIZE FY78 CCP--INDIA. MR. EARLE TOOK FINAL
DRAFT WITH HIM TO WASHINGTON IN EARLY JUNE FOR TYPING
AND PRINTING.GOHEEN

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Executive Order: N/A
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